participating or may remain intact even if the user accounts stop participating in it. In situations in which the methods described herein automatically add users to a chat section, the users can be provided with an opportunity to control the conditions under which each user account is added to a chat section. The user may be presented with an invitation to join the created chat section, for example, and can decline or otherwise opt out of section participation. A user may choose to be removed from the chat section. In additional embodiments, a user may create a chat section for private messages with other users.

[0058] FIG. 5 illustrates a screenshot of a graphical user interface **500** for a section level used in systems for filtering stream chat messages. Graphical user interface **500** is an exemplary embodiment of a graphical user interface presented to a user who is participating in a stream chat. The graphical user interface **500** can be configured to provide a section chat level associated with a broadcast stream **131** to a user device **150** (associated with a user account). When a user account is added to a chat section based on certain filtering attributes that meet the user's messages in the stream chat, the graphical user interface **500** can be configured to display to a user the chat section **510**. The graphical user interface **500** can include content that is shared by a spectator or other user or player. Some user accounts may be associated with multiple section chat levels where, for example, the user has expressed interest in multiple topics, players, teams, or other elements of the broadcast stream **131**.

[0059] In some embodiments, the graphical user interface **500** will display the votes accumulated by the users in a chat section to take certain actions in the "stadium level" **520**. For example, a one or more users can vote to "cheer" **530** for a certain team or player, one or more users can vote to "chant" **540** for a certain team or player, one or more users can vote to "do the wave" **550**.

[0060] FIG. 6 illustrates a screenshot of another graphical user interface **600** for an aggregated chat session level used in systems for filtering stream chat messages. The graphical user interface **600** can be configured to display to a user an aggregated level of a chat stream. In some embodiments, such graphical user interface **600** may be in the form of a "stadium level" that displays actions **610** by different chat sections (e.g., different team cheers or jeers). The "stadium level" can be the aggregated level as described above.

[0061] The graphical user interfaces **500** and **600** allow a particular user to switch between aggregated chat levels and section chat levels. The expressions of each individual section can replicate any kind of crowd level interactions, including but not limited to waves and chants. For example, if one or more users from a particular section votes in that section to "chant" for a certain team or player it will be displayed in the "stadium level" **520**. Actions taken by a section at the "stadium level" are aggregated in the "stadium level." Examples can include "section 5 does the wave!" **610** and "section 7 chants for Seoul!" **620**.

[0062] The foregoing detailed description of the technology has been presented for purposes of illustration and description. It is not intended to be exhaustive or to limit the technology to the precise form disclosed. Many modifications and variations are possible in light of the above teaching. The described embodiments were chosen in order to best explain the principles of the technology, its practical application, and to enable others skilled in the art to utilize the technology in various embodiments and with various modifications as are suited to the particular use contemplated. It is intended that the scope of the technology be defined by the claim.

What is claimed is:

1. A method for filtering stream chat messages, the method comprising:

receiving one or more messages from a plurality of user accounts participating in a chat session associated with a stream, wherein the messages are aggregated for display in an aggregated level of the chat session;

detecting a section trigger associated with one or more filtering attributes;

filtering the aggregated messages based on the one or more filtering attributes, wherein a subset of the aggregated messages is identified as meeting the one or more filtering attributes;

creating a section level associated with the chat session based on the section trigger;

adding one or more user accounts to the created section level based on the identified subset, wherein subsequent messages from the added user accounts are included in the filtered subset; and

generating a display of the section level accessible to the added user accounts, wherein the displayed section level includes the filtered subset that correspond to the one or more filtering attributes.

2. The method of claim **1**, further comprising displaying a new message from one of the added user accounts in the section level accessible to the other added user accounts.

3. The method of claim **2**, wherein the section level allows the added user accounts to communicate private messages with each other added user account.

4. The method of claim **3**, wherein access to the private messages is restricted to the user accounts that have been added to the created section level.

5. The method of claim **2**, further comprising tracking activity from the added user accounts.

6. The method of claim **5**, wherein information regarding the tracked activity is displayed in the aggregated level.

7. The method of claim **1**, wherein detecting the section trigger comprises detecting that a predetermined threshold of user accounts participating in the chat session has been met.

8. The method of claim **1**, wherein the filtering attributes are based on profile information associated with the user accounts participating in the chat session.

9. The method of claim **1**, further comprising switching between a display of the section level and a display of the aggregated level.

10. A non-transitory computer-readable storage medium, having embodied thereon a program executable by a processor to perform a method for categorizing and filtering stream chats, the method comprising:

receiving one or more messages from a plurality of user accounts participating in a chat session associated with a stream, wherein the messages are aggregated for display in an aggregated level of the chat session;

detecting a section trigger associated with one or more filtering attributes;

filtering the aggregated messages based on the one or more filtering attributes, wherein a subset of the aggregated messages is identified as meeting the one or more filtering attributes;